

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT CO. (CORPORATE)

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(FD4)

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PLAYERS LIGHTS 25's

5 free in every pack.

BINGO!



Kings & 100's  
Regular and Menthol

25 of the finest  
for the price of 20.

MR's suggested pricing based on full price brands.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

Kings: 10 mg "tar," 0.8 mg nicotine—  
100's: 12 mg "tar," 0.9 mg nicotine—  
av. per cigarette by FTC method.



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